



Maximizing a sales team's potential through coaching

The challenge

Our Sales Coach was brought in to work with a team of 3 seasoned salespeople and a sales manager. With 2 months left in the year, the team was off their goal by 8.6%. This was not an overwhelming concern because they ordinarily have a large increase in sales at the end of the year due to facilities managers wanting to use their budget money before the end of the year. 1 of the 3 salespeople was not bringing in large enough deals for them to break even on his cost, and the sales manager wanted to give him a chance before letting him go. This is a typical situation for us. The business owners or sales managers are not sure what to do about an under-performing asset, and instead conclude they just hired the wrong person. Without developing a marketing and prospecting plan, and a sales process that ensures success for the right person, they will never know.

Our training program solutions for salespeople

Over 4 months we worked on:

- › How they were qualifying their leads
- › How they got commitment
- › How they managed the decision process
- › Getting to the true decision maker
- › Uncovering the budget
- › How and when they presented proposals
- › Getting more referrals from customers
- › Reducing wasted time on things that were not going to happen

*They achieved a
44,000% return on
their investment*

The results

- › The close rate on proposals almost doubled
- › Every month they achieved a record month in top-line sales
- › 1 of the 3 salespeople achieved his annual goal in 6 months
- › Another was 23% ahead of goal
- › The under-performing person was also ahead of goal and closing bigger deals with a strong pipeline
- › Their sales production was 60% ahead of goal for the first half of the year which is typically their slow period
- › They achieved a 44,000% return on their investment with us

